

Baseball's tab up \$2 million

Majors get \$29 million for '67 radio-TV rights;

use of color to increase sharply; some say

baseball prices may be topping out

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The radio-television rights to major league baseball climbed to an estimated \$29,160,000 this year, according to BROADCASTING's annual survey of stations, advertisers and teams.

This figure is made up of \$17,360,000 for local radio-TV rights, \$5.7 million from NBC-TV to 19 teams (\$300,000 each) for its *Game of the Week* coverage, and \$6.1 million from NBC to the baseball commissioner's officer for the All-Star Game and World Series.

The 1967 total is \$2,075,000 more than last year's \$27,085,000. But much of the change in the picture from 1966 to 1967 lies beneath the surface.

Last year was heralded as the year for color to come in strong, but only about 30% of the locally telecast games were in color. This year, of the more than 800 games to be televised locally, nearly 700 or about 78% will be in color. Such teams as Atlanta, Los Angeles, New York Mets, St. Louis, San Francisco, Baltimore, California, Cleveland, Minnesota and Washington plan to show 99% of their games in color.

New York Squeeze Play ■ In 1966 the once mighty New York Yankees collapsed to 10th place in the American League. Its radio contract with WCBS—both commonly owned by CBS Inc.—was up and the team moved over to WHN and a new four-year contract.

The station switch meant that New York's hapless but happy and profitable Mets, which had just concluded a contract with WHN, came up with another questionable first—the first team in New York history without a radio station in town. The Mets did land on stations across the Hudson in Newark (WJRZ), a few miles out on Long Island (WGLI Babylon), and in the Connecticut suburbs (WNAB Bridgeport).

The weird part of the New York situation is that the Yankees, which control team broadcast rights, had to lower the price to sponsors and got about \$250,000 less in rights. The Mets, however, showed a rights increase of \$75,000, largely due to a new five-year rights purchase by Rheingold beer.

However, neither team has posted the sold-out sign yet—Mets with one-sixth TV and one-half radio available, and the Yankees with 29/80 TV, one-

half radio in New York City and one-third radio outside New York City still available.

The Reluctant Sponsor ■ The lack of sold-out situations, and the tiny portions of broadcasts being sold off this year reflect the changing mood of baseball sponsors. Except in some traditional cases, they are reluctant to own and/or retain 100% of the time for themselves. Many are deeply involved in other productions, particularly football on the TV networks and the fall-winter expenditure has cut deeply into an advertising budget that used to be geared more toward baseball.

As of Thursday (Feb. 16), 11 major league teams had been completely sold out. The other nine teams had portions of the broadcasts still for sale. In several instances, the pregame and postgame programs were also selling slowly. Yet other stations, like KDKA Pittsburgh report the earliest sell-out of the baseball package in years.

Whatever the sales picture at this point, virtually every team should be loaded with sponsors by the time the first ball is thrown at Washington's D.C. Stadium on April 10, even if it means lowering the price to fill the gaps.



Sandy Koufax (l), star pitcher for the Los Angeles Dodgers, starts a new baseball career this year as a member of the NBC Sports team. Ordinarily a player who has a good year gets a raise, but the southpaw star left his \$125,000 contract with the Dodgers and signed with NBC for a 20% salary cut. The move seemed to please Carl Lindemann, vice president for NBC Sports as he watches Mr. Koufax sign on the dotted line for \$100,000 a year.

The cost to sponsors for basic rights, time on local networks that range up to 100 radio stations, talent and production will come to about \$105 million. This increase of \$10 million from the 1966 figure is largely attributable to increased TV production costs with the coming of extensive local color.

The \$105 million also covers the pregame and postgame shows, premium game adjacencies, and, in some cases, special shows between doubleheaders.

Familiar Names Back ■ As usual the oil companies, breweries and cigarette makers make up the bulk of the sponsor list, but the BROADCASTING survey showed that it was a sponsor in an entirely different category that would be represented on most play-by-play broadcasts. Allstate Insurance, through Leo Burnett Co., has bought time on the radio-TV schedules of 10 teams, five in each league.

Seventeen breweries show up on the sponsor list, along with nine oil companies, four cigarette makers and seven banks. Of the breweries, Theo. Hamm through Campbell-Mithun has the most extensive schedule with buys on the Cubs, White Sox, Athletics and Twins. Only two teams show up without brewery backing—the Dodgers and Giants. However, the Giants do have E. & J. Gallo Winery.

Pure Oil through Burnett and Sun Oil through Wm. Esty share the oil company lead, each with six teams. In two cases—the Indians and Tigers, the two will be competing, with Pure Oil on radio and Sun Oil on TV.

R. J. Reynolds through Dancer-Fitzgerald-Sample again leads the cigarette makers with seven teams, but it is tied by a cigar firm, General Cigar through Young & Rubicam.

Problems in the Minors ■ The major-league sponsors in some instances also go in for minor league baseball. Particularly on the West Coast the sponsors for some Pacific Coast League teams look like a major league roster.

However, the PCL and the International League, the two U.S. AAA ball clubs don't get the big dollar enjoyed by the majors. A survey of these 20 AAA teams showed they will receive about \$340,000 from local radio and television this year. Some teams do not have their games broadcast, others

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1966 figure denotes a revised estimate of rights. The figures do not include rights paid by NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

National League

| Team | 1967 Rights | 1966 Rights | Television | Radio | Sponsors & Agencies |
|---------------|-------------|-------------|-----------------|---------------|--|
| ATLANTA | \$1,200,000 | \$1,200,000 | WSB-TV (22) | WSB (40) | Coca-Cola (M-E), P. Lorillard (L&N), each 1/4 radio-TV; Falstaff Brew. (DFS), 1/4 radio-TV; Pure Oil (Burnett), 1/12 radio-TV. |
| CHICAGO | 550,000 | 550,000 | WGN-TV | WGN | Hamm Brew. (C-M), 5/18 TV; R. J. Reynolds (DFS), 1/4 TV; Chicago Chevrolet Dealers (Marvin Frank), Pure Oil (Burnett), each 1/4 TV; Allstate Insurance (Burnett), 1/4 TV; Zenith Distributing (InterOcean Adv.), 1/18 TV; Heileman Brew. (M-E), Oak Park Federal (Connor Assoc.), Martin Oil (Petroleum Service Adv.), each 1/4 radio; 1/4 radio open. |
| CINCINNATI | 500,000 | 500,000 | WLWT (5) | WCKY (91) | Weidemann Brew. (Rockwell, Quinn & Wall), 100% radio (will sell some off); Hudepohl Brew. (Stockton-West-Burkhart), 1/2 TV; Sun Oil (Esty), 1/4 TV; Gen. Cigar (Y&R), 1/18 TV; Bimel Appliances (Strauchen & McKim), 1/9 TV. |
| HOUSTON | 1,770,000 | 1,770,000 | KTRK-TV (16) | KPRC (30) | Jos. Schlitz Brew. (Burnett), 3/4 radio-TV; Duncan Foods (TL&K), Coca-Cola (M-E), each 1/4 radio-TV. Some of Schlitz time may be sold off. |
| LOS ANGELES | 1,000,000 | 1,000,000 | KTTV | KFI (10) | Union Oil of Calif. (Smock/Waddell), 1/2 radio-TV; Security First Natl. Bank (Y&R), Packard-Bell (C/R), each 1/4 radio-TV. |
| NEW YORK | 1,275,000 | 1,200,000 | WOR-TV | WJRZ (2) | Rheingold Brew. (DDB), 1/4 TV, 1/2-1/4 radio; R. J. Reynolds (DFS), 1/4 TV, unsigned portion of radio; Sun Oil (Esty), Allstate Insurance, each 1/4 TV; 1/4 TV open; Chrysler-Plymouth Dealers (Y&R), 1/4 radio; 1/2 radio open. |
| PHILADELPHIA | 1,300,000 | 1,300,000 | WFIL-TV (3) | WFIL (24) | Atlantic-Richfield (Ayer), Ballantine (SSC&B), each 1/4 radio-TV; R. J. Reynolds (DFS), Tasty Baking (Altken-Kynett), each 1/4 radio-TV. |
| PITTSBURGH | 450,000 | 450,000 | KDKA-TV (5) | KDKA (28) | Atlantic-Richfield (Ayer), Pittsburgh Brew. (KM&G), each 1/4 radio-TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each part. TV; Chrysler-Plymouth Dealers (Y&R), Foodland Supermarkets (Lando), each 1/4 radio. |
| ST. LOUIS | 550,000 | 550,000 | KSD-TV (13) | KMOX (100) | Anheuser-Busch (Gardner), 1/4 radio-TV; Gen. Finance (PKG), 1/4 radio; D-X Sunray (Gardner), B. F. Goodrich (BBDO), each 1/4 radio; R. J. Reynolds (DFS), Allstate Insurance (Burnett), Shell Oil (O&M), Union Electric of Mo. (Gardner), all TV part. |
| SAN FRANCISCO | 1,000,000 | 1,000,000 | KTVU | KSFO (18) | Standard Oil of Calif. (BBDO), 1/4 radio-TV; Philip Morris (Burnett), 1/4 TV; E & J Gallo Winery (Burnett), Allstate Insurance (Burnett), each 1/4 TV; Bank of Calif. (HC&H), Roos/Atkins (PKG), each 1/4 radio. |
| N. L. TOTALS | \$9,595,000 | \$9,520,000 | | | |

do get carriage and receive only publicity—no money.

Of those that do receive rights, the figures range from \$5,000 to \$30,000 per season for radio and from \$700 to \$1,200 for each televised game.

One PCL team executive noted that radio coverage is "absolutely necessary to keep up fan interest and that TV will probably hurt our gate." This team plans about 11 telecasts this year, nine of them at home, and, to offset the gate loss, strives for "outstanding promotion" on telecast nights, receiving "good promotional effort from the TV station."

NBC's *Game of the Week* series will cover 25 Saturday afternoons from April 15 to Sept. 20, plus three night games on June 5, July 3 and Sept. 4.

The arrangements for this season are part of the network's commitment in October 1965 when it signed for \$30.2 million in baseball coverage from 1966 through 1968. That agreement called for NBC to pay \$5.7 million in 1966 and 1967 and \$6 million in 1968 for the weekly games, \$6.1 million for the All-Star/World Series this year and \$6.7 million next year.

The Philadelphia Story ■ The Philadelphia Phillies, in the third year of a \$3.9 million local contract is the only team outside the NBC package, as it was in 1966. However, it's understood the Phillies may get permission to take part this year (in which case NBC's commitment would go to \$6 million). Last week N. W. Ayer, which holds the Phillies rights for Atlantic-Richfield,

indicated it might give in on network participation for the team.

For 1969 the TV rights for everything organized baseball has to offer to the networks will be up for grabs. Carl Lindemann, vice president for NBC Sports, has "no comment" on 1969, but network executives generally feel that baseball has already topped out and that unless something miraculous happens to the game before 1969 to make it a considerably more valuable property, the \$12.7 million NBC will pay in 1968 might hold for another few years.

Back-up Plan Again ■ As in 1966, NBC will schedule one game in color nationally with a back-up game going into the markets of the teams playing in the national contest. About half of

American League

| Team | 1967 Rights | 1966 Rights | Television | Radio | Sponsors & Agencies |
|--------------|--------------|--------------|--------------------|-----------------|---|
| BALTIMORE | \$ 700,000 | \$ 700,000 | WJZ-TV (2) | WBAL (60+) | Natl. Brewing (Doner), 1/2 radio-TV; Sun Oil (Esty), R. J. Reynolds (DFS), Gen. Cigar (Y&R), Coca-Cola (M-E); Tasty Baking (Aitken-Kynett), each 1/9 TV; 1/9 part.; Esskay Meats (VanSant, Dugdale), 1/2 radio; Al Packer (Doner), 1/9 radio; Gen. Mills (Knox Reeves), Baltimore News American (Doner), Central Savings Bank (Doner), Pepsi-Cola bottlers (Torrieri-Myers), each 1/18 radio. |
| BOSTON | 690,000 | 690,000 | WHDH-TV (7) | WHDH (44) | Narragansett Brew. (NH&S), Gen. Cigar (Y&R), Atlantic-Richfield (Ayer), each 1/2 radio-TV. |
| CALIFORNIA | 900,000 | 900,000* | KTLA | KMPC (20) | Standard Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each 1/2 radio-TV; Allstate Insurance (Burnett), 1/2 TV; 1/2 radio open. |
| CHICAGO | 950,000 | 900,000 | WGN-TV | WMAQ (80-90) | Hamm Brew. (C-M), 5/18 TV; R. J. Reynolds (DFS), 1/2 TV; Chicago Chevrolet Dealers (Marvin Frank), Pure Oil (Burnett), each 1/2 TV; Zenith Distributing (InterOcean Adv.), 1/18 TV; Allstate Insurance (Burnett), 1/2 TV; Gen. Finance (PKG), 1/2 radio; Heileman Brew. (M-E), 1/2 radio; 1/2 radio open. |
| CLEVELAND | 750,000 | 700,000 | WJW-TV (6) | WERE (25) | Carling Brew. (LF&S), Sun Oil (Esty), each 1/2 TV; Allstate Insurance (Burnett), 1/9 TV; 2/9 TV open; Duquesne Brew. (Lando), Pure Oil (Burnett), each 1/2 radio; Gen. Cigar (Y&R), 1/2 radio; Society Natl. Bank, 1/12 radio; 1/12 radio open. |
| DETROIT | 1,200,000 | 1,200,000 | WJBK-TV (6) | WJR (28) | Stroh Brew. (Zimmer, Keller & Calvert), 1/2 radio; Pure Oil (Burnett), 2/9 radio; B. F. Goodrich (BBDO), Natl. Bank of Detroit (C-E), each 1/9 radio; 2/9 radio open; Pabst Brew. (K&E), 5/18 TV; Sun Oil (Esty), 3/18 TV; Gen. Cigar (Y&R), 1/6 radio; Society Natl. Bank, 1/12 radio; 1/12 Reynolds (DFS), each 1/16 TV; 1/4 TV open. |
| KANSAS CITY | 350,000 | 300,000 | KCMO-TV | KCMO (15) | Stations had not signed for games as of Thursday (Feb. 16). Hamm Brew. (C-M) will take 5/18 radio-TV and Gen. Finance through (PKG) will take 1/2 radio-TV when it is settled. |
| MINNESOTA | 600,000 | 575,000* | WTCN-TV (14-16) | WCCO (100) | Hamm Brew. (C-M), 1/2 TV, 5/18 radio; Twin City Federal (Colle McVoy), 1/2 radio, 1/9 TV; Western Oil (Forney), 1/9 TV; 4/9 TV open; Pure Oil (Burnett), 2/9 radio; Gen. Mills (Knox Reeves), 1/9 radio; Minnesota Blue Shield 1/18 radio. |
| NEW YORK | 1,250,000 | 1,500,000* | WPIX (3-6) | WHN (40) | Tidewater Oil (Grey), 1/2 radio-TV; Gen. Cigar (Y&R), 3/16 TV—1/2 radio (outside New York City); Pabst Brew. (K&E), 1/5 TV; 29/80 TV open; G. Krueger Brew. (WW&B), 1/2 radio; Atlantic-Richfield (Ayer), 5/12 radio (outside New York City); 1/2 radio open; 1/2 radio outside New York City open. |
| WASHINGTON | 325,000 | 300,000 | WTOP-TV | WTOP | Carling Brew. (Cabot), 1/2 TV; L&M (JWT), Gen. Cigar (Y&R), Sun Oil (Esty), each 1/9 TV; Allstate Insurance (Burnett), 1/18 TV; 5/18 TV open; Atlantic-Richfield (Ayer), Household Finance (NH&S), each 1/6 radio; Dodge (BBDO), B. F. Goodrich (BBDO), Gen. Mills (Knox Reeves), each 1/9 radio; 1/2 radio sold part. |
| A. L. TOTALS | \$7,765,000 | \$7,815,000 | | | |
| MAJOR LEAGUE | | | | | |
| TOTALS | \$17,360,000 | \$17,335,000 | | | |

the back-up games were in black-and-white last year, but this year NBC hopes to show nearly all of its scheduled games in color.

One of the biggest changes this season is NBC's scheduling of a "fourth night game"—the July 11 All-Star game which will start at 4:15 p.m. PDT in Anaheim, Calif., and reach the multimillion eastern audience at 7:15 p.m. EDT. Some feel the World Series may also follow this approach, if not this year, very soon.

The trio of Monday night games introduced by NBC last year produced the network's highest Nielsen rating for the baseball season: 15.8 average for the Labor Day game on Sept. 5. The Memorial Day game came in with a 12.9 average and July 4 was 8.8.

NBC has already signed three of its 1966 package advertisers—Gillette through Clyne Maxon, Chrysler through Y&R and R. J. Reynolds through Esty—for one-quarter sponsorship each of the 1967 package. The remaining one quarter is still available to national sponsors, but NBC may sell it off regionally as it did last year.

Cost Goes Up ■ The advertisers are paying \$400 per minute more this year, \$28,900 compared to \$28,500 in 1966. Gross dollars for NBC at this price could go up to \$20.8 million if the World Series goes to its limit of seven games.

Curt Gowdy and Pee Wee Reese will again work the national game each week, and NBC has provided them with a highly paid (\$100,000 per year)

broadcast trainee. Sandy Koufax, the Dodgers star pitcher, who voluntarily retired this winter, will join the Gowdy-Reese crew to handle the pregame show and then join the actual coverage.

The back-up game air team will again be Jim Simpson and Tony Kubek.

Sports Network Inc., which handles a large percentage of remotes, both radio and TV, for the various local networks, estimates that about 75% of the 400 TV pickups this year will be in color. Of SNI's 300 TV pickups last year only about 30% were in color.

SNI's color buildup is attributed in part to a growing stockpile of color remote units. The producer has already added three mobile color units to its existing two (CLOSED CIRCUIT, Feb. 13), and now is building two more

units with delivery promised for late summer.

Here is a team-by-team rundown.

NATIONAL LEAGUE

Atlanta Braves ■ For its second season in the South the Braves go with radio-TV game schedule and lineup of stations virtually identical to 1966. The games are packaged by the team and will be fed through WSB-AM-TV Atlanta. On TV 18 road games are to be shown on 22 stations, and, with the exception of the opener, all are to be in color. The 40-station radio network will carry the regular schedule plus 10 weekend exhibitions. Pure Oil through Leo Burnett will sponsor the pregame and postgame shows on the radio and TV networks. Milo Hamilton, Larry Munson and Ernie Johnson will handle radio-TV coverage.

Chicago Cubs ■ WGN-AM-TV Chicago will again carry the Cubs with no network in prospect for radio, and TV games available for pickup if requested. WGN is starting the first year of a new three-year pact with the Cubs and will carry the regular season schedule. WGN-TV is beginning a two-year contract and will carry all 81 home day games in color. It will also be picking

Beisbol from Puerto Rico

WHOM - AM - FM New York, which broadcasts primarily in Spanish, plans another winter league baseball schedule direct from Puerto Rico next fall after major league baseball ends in the U. S. The station, which has covered Puerto Rican baseball since 1954, last winter scheduled 54 games between Oct. 21, 1966, and Feb. 1. The contest featured many major leaguers from the U. S. Each broadcast is billed under the general title of *The Schaefer Circle of Sports* in reference to the sponsor, F & M Schaefer Brewing Co. in Brooklyn, N. Y. (through BBDO, N. Y.).

up 13 night road games. Lou Boudreau and Vince Lloyd will handle the radio coverage, with Jack Brickhouse and Lloyd Pettit doing television.

Cincinnati Reds ■ WCKY Cincinnati expects to see its radio network increase from some 50 stations last year to 91 this season. It will feed 20 preseason

games plus the regular schedule. Pre-game and postgame shows will be fed to the network for local sponsorship. Claude Sullivan and Jim McIntyre will handle the games on radio. WLWT(TV) Cincinnati will televise 40 to 45 games this season, most of them road contests. All home games will be carried in color as they have since 1959 and the majority of the road games should be in color. The TV games will also be fed to Avco's WLWD(TV) Dayton, WLWC(TV) Columbus, both Ohio; and WLWI(TV) Indianapolis, plus WLEX-TV Lexington, Ky., and WSAZ-TV Huntington, W. Va. Ed Kennedy and Frank McCormick will do the games on TV.

Houston Astros ■ Again packaging its own games, the Astros Radio and Television Network will feed 30 radio stations through KPRC Houston and 16 TV stations through KTRK-TV Houston. In addition, the Astros will have an 83-station Latin network going to 11 countries in Central and South America, Puerto Rico and Caribbean islands. For the first time the Astros will televise two Sunday games to an eight-station line-up in Mexico. Both English and Spanish radio and TV networks will have pregame and postgame programs. The TV showings, none of them scheduled for color, will be limited to 14 Sunday

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His books "Hustler's Handbook" and "Veeck As In Wreck" have been called the best sports books ever written and have sold over a half million copies. His articles have appeared in most national magazines including *Look*, *Life*, *Saturday Evening Post*, *Sports Illustrated*, *Woman's Day*. His syndicated Weekly sports column appears in over 80 newspapers, with readership of more than 15,000,000. He's handled segments of ABC's "Wide World of Sports" and commentated NBC's "Game Of The Week."

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road games, and will go to stations in Texas, Louisiana and New Mexico. A pregame and postgame package on the English-language radio and TV networks will be co-sponsored by Monsanto Chemical through Doyle Dane Bernbach. The other half is open. Handling the play-by-play and adjacent English programming will be Gene Elston, Lowell Passe, and Harry Kalas. Rene Cardenas and Orlando Sanchez Diego will do the Spanish-language feeds.

Los Angeles Dodgers ■ KTTV(TV) Los Angeles, for the 10th year, will carry the Dodgers' TV games, and, as in the past, the regular season televised schedule will be limited to the nine games against the Giants in San Francisco. Two exhibition games from Miami and Houston are also slated. All 11 will be in color. The preseason games last year were in black-and-white. Additional TV games may be added if the pennant

Ralph Kiner. Sponsors have not been disclosed. WJRZ Newark, N. J., which also has signed for five years, plans to cover 189 games, including all 27 exhibition contests. It will feed WGLI Babylon, N. Y. (another five-year commitment), and WNAB Bridgeport, Conn. (signed for one-year). Other stations are expected to join the network. WJRZ has tentative plans for a pregame and postgame show as do its two network outlets. Radio-TV announcers for the games will be Mr. Kiner, Lindsey Nelson and Bob Murphy.

Philadelphia Phillies ■ WFIL-AM-TV Philadelphia ends its three-year contract with the Phillies this year. WFIL will feed 162 games to 24 radio stations in Pennsylvania, Delaware and New Jersey. It's scheduling a 10-minute pregame show, sponsored by Chrysler through Young & Rubicam, plus a five-minute show with Richie Ashburn before game time, and a 10-min-

utes of a doubleheader, has been purchased locally. KDKA-TV Pittsburgh will feed 38 road games, the same number as 1966, to a five-station network in Ohio, Pennsylvania and West Virginia. Sixteen of the games are already scheduled as colorcasts. Pregame and postgame shows will be scheduled for some of the televised games. Bob Prince and Jim Woods will return as the radio-TV play-by-play team and will be joined by Nelson King for his first year at a Pirates' microphone.

St. Louis Cardinals ■ KMOX St. Louis continues to feed one of baseball's largest radio networks, 100 stations, a 190-game schedule that includes 28 preseason games. Pregame and postgame features go to the network for local sale. KSD-TV St. Louis will feed 22 games, for the first time all will be in color, to a 13-station network in Missouri, Illinois, Kentucky and Tennessee. Harry Caray, Jack Buck and Jerry Gross will handle all the radio-TV announcing.

San Francisco Giants ■ Following last year's lead, KTVU(TV) Oakland-San Francisco will carry 19 games, including two exhibitions. These include the nine Dodgers games from Los Angeles. Eighteen of the games will be in color, compared to only four last year. Of the two pregame TV shows, one has Anheuser-Busch through Gardner Advertising and Air California through Pereira/McFadden as co-sponsors; the other will be backed by Volvo dealers through Carl Ally. Postgame show sponsors will be General Mills through Knox Reeves and Household Finance through Needham, Harper & Steers. KSFO San Francisco, in its 10th year with the Giants, will feed 11 exhibitions plus the regular season to an 18-station radio network in California, Arizona, Nevada and Hawaii. Armour & Co. through Young & Rubicam is half-sponsor of the pregame and postgame shows. Del Monte through McCann-Erickson will alternate on the pregame and Bay Area Chrysler Dealers through Y&R will alternate on the postgame. The radio-TV play-by-play and adjacent shows will be handled by Russ Hodges and Lon Simmons.

AMERICAN LEAGUE

Baltimore Orioles ■ WBAL Baltimore will feed 14 exhibition games plus the regular season schedule to a radio network expected to exceed last season's 60 stations. As world champions the Orioles figure to attract audiences from Delaware south to Florida and west to Louisiana. The 10-minute pregame show and five-minute postgame shows will be fed to the network for local sale. Under a new two-year contract, WJZ-TV Baltimore will carry 52 games this season, the same as 1966, but for

CBS takes no chances on color for Yankees

Color equipment may be more abundant than ever, but CBS Inc. isn't taking any chances on promised delivery schedules when it comes to its offspring New York Yankees.

WPXI(TV) New York, which will carry the Yankees' games, has new RCA color cameras on order with delivery scheduled well before the first game in April. But CBS wants nothing to stand in the way of the TV audience getting a colorful eyeful of the newly painted stadium, the new royal blue Fiberglas bleachers

and the new turf.

CBS-TV is leasing to the Yankees five GE PE-250 color cameras (which will be manned by WPXI crews) for the season. In the fall, the cameras will go back to the network.

Among the innovations planned by Michael Burke, Yankees president, will be placement of cameras in dugouts for field-level shots. Still uncertain is if Mr. Burke's pictorial program calls for the cameras to pan the stands if the house is thin.

race is tight and the Dodgers are involved. KFI Los Angeles will feed 28 exhibitions plus the regular schedule to a 10-station radio network in California, Nevada and Arizona. Included in the feed is KOY Phoenix which keys an auxiliary Arizona network. Pabst Brewing through Kenyon & Eckhardt will sponsor a pregame show on radio and TV. Carnation Co. through Erwin Wasey is half-sponsor on radio and TV of the postgame program with General Cigar through Young & Rubicam taking the other half on radio. A half is still open on TV. Vin Scully and Jerry Doggett will do all the air work on radio-TV.

New York Mets ■ WOR-TV New York starts its second five-year contract with the Mets with 120 games, including three preseason. Its color schedule lists 75 home games and as many as 37 out of 45 road contests. The majority of the games, 70, will be at night. It will program postgame segments with

ute postgame program, which is not sold yet. WFIL-TV has organized a 60-game schedule, including two exhibition contests, with some of the games to be fed to three stations in the state. Color telecasts might be introduced this year. WFIL-TV plans three 10-minute pregame shows, handled respectively by Mr. Ashburn, Gene Mauch and Bill White. Jim Bunning will be host on a 10-minute postgame program. Sponsors for pregame and postgame shows are to be announced. Announcers for the games on radio and TV are Mr. Ashburn, Byrum Saam and Bill Campbell.

Pittsburgh Pirates ■ KDKA Pittsburgh will carry 177 games, including 15 preseason, and feed them to a 28-station radio network in Pennsylvania, Maryland and West Virginia. Ten-minute pregame and postgame shows will be carried on KDKA only and are sold out on participating basis. Another show, *Pirate Dugout*, to be carried between



1 a.m. broadcast reaches bakery employees

An unusual sale and business meeting took place in wee hours of Sunday morning (Feb. 12) through the medium of commercial television. At 1 a.m. management of Helms Bakeries, Los Angeles, met with its 2,000 co-workers and driver-salesmen in their homes throughout most of Southern California.

The 15-minute meeting shown on KTTV(TV) Los Angeles, was open to and often directed to the public. Helms's objective was to simultane-

ously reach its people with details of company's marketing plans. In the past, because of daily route obligations of drivers and two-shift operations at bakeries, direct confrontation with workers had been difficult. In addition, throughout the telecast, Helms' threw a thinly-disguised commercial pitch at potential-customer viewers. The not-so-closed-circuit meeting was complete with coffee and donuts, which workers took home from their jobs on Saturday.

the first time all the games are scheduled as colorcasts. Six will be at home and 46 will be road contests. The games will probably be fed to several UHF's in Pennsylvania. A 10-minute pregame show will be alternately sponsored by Household Finance through Needham, Harper & Steers, and the *Baltimore News American* through W. B. Doner. The 10-minute postgame show will be sponsored by Mid-Atlantic Dodge Dealers through BBDO. Chuck Thompson, Frank Messer and Bill O'Donnell will handle the radio-TV coverage and John Kennelly will do the postgame show.

Boston Red Sox ■ WHDH-AM-TV Boston has renewed with the Red Sox for another three-year contract and, despite the shutdown of the Yankee Network (BROADCASTING, Feb. 6), WHDH plans to feed games to an independent radio network of 44 stations in Maine, Rhode Island, New Hampshire and Connecticut. WHDH-TV is scheduling its own seven-station network and will originate 57 games, including one exhibition. The 31 home games will be in color with as

many road games in color as possible. A five-minute postgame show with Johnny Most will be carried only on WHDH-TV. WHDH plans a 15-minute *Dugout* show with Ken Coleman and a five-minute *Warm Up* show with Don Gillis before the games, and a five-minute postgame *Sports Extra* with Bob Wilson. Both radio and TV fringe shows are being offered as part of an option deal with the 1966 sponsors. Mr. Coleman joins Ned Martin and Mel Parnell on radio-TV coverage.

California Angels ■ The sights and sounds of Angels' coverage, as well as the Angels themselves, remains an exclusive Golden West Broadcasters production. The group's KMPC Los Angeles will originate 185 games, including 23 preseason, for a 20-station radio network in California, Nevada and Arizona. The pregame and postgame programs are fed to the network and sold locally. Included in the pregame and postgame sponsors are Chrysler Dealers through Young & Rubicam, General Mills through Knox Reeves and Bonanza Airlines through MacManus,

John & Adams. KTLA(TV) Los Angeles, another GWB station, will televise 30 games, eight of them exhibitions, and as last year they will all be in color. Sponsors for the pregame and postgame TV shows include Toyota Motors through Clinton E. Frank, Western Airlines through BBDO and United California Bank through Erwin Wasey. Buddy Blattner and Don Wells will do the radio-TV play-by-play and adjacent radio shows. Dick Enberg will do the TV pregame and postgame programs.

Chicago White Sox ■ After many years on WCFL Chicago, the White Sox moves to WMAQ there under a new two-year contract with option for two more years. WMAQ will feed an 80-90 station radio network the regular season schedule. In addition a network of some 12-15 stations will also take the 28 preseason games. Bob Elson and Red Bush will call the games. WGN-TV is in the final year of a four-year contract and will carry 64 games, of which the 51 home contests will be in color. WGN-TV claims it holds an option to renew the White Sox next year but the ball club has already announced it will switch to WFLD(TV) Chicago (BROADCASTING, Nov. 14, 1966), contending the option was negotiated and declined. Jack Brickhouse and Lloyd Pettit will handle TV coverage.

Cleveland Indians ■ WJW-TV Cleveland, in the first year of a new three-year contract, will feed 46 games in color to a six-station lineup in three states. Only a few games were colorcast last season. WERE Cleveland, concluding a five-year pact, will feed 174 games, including eight preseason and two midyear exhibitions, to a 25-station radio network. Pregame and postgame shows will be fed to the network for local sale. Harry Jones and Herb Score will handle the TV announcing, with Jimmy Dudley and Bob Neal on radio.

Detroit Tigers ■ WJR Detroit, in the third year of a three-year pact, will feed 169 games, including seven preseason, to a 28-station radio network. Elias Brothers through Zimmer, Keller & Calvert will be one-half sponsor of pregame and postgame package also going to basic network. Ernie Harwell and Ray Lane will do the radio coverage. WJBK-TV Detroit will again originate 40 games to a six-station Michigan lineup that is being sold as one unit by the team's TV division. More than half the games will be in color. George Kell and Larry Osterman will handle games on TV.

Kansas City Athletics ■ KCMO-AM-TV Kansas City, Mo., last week was still negotiating a new contract with the Athletics, an exercise in brinkmanship that is becoming a habit. Last year

KCMO fed a network of 13 stations and if the deal is renewed the same pattern would follow this year with perhaps 15 stations.

Minnesota Twins ■ The Twins' radio-TV networks this year begin operating under new three-year contracts. WTCN-TV Minneapolis-St. Paul will again feed 50 games, all in color for the first time, to a network of 14-16 stations in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will feed 171 games, including nine exhibitions, to a radio network of more than 100 stations in 14 states and two Canadian provinces. At least 40 stations will carry 154 or more games. Two pregame shows and one postgame show will be fed to the network for local sponsorship. Herb Carneal, Merle Harmon and Halsey Hall will handle radio and TV coverage with Frank Buetel added to the TV crew.

New York Yankees ■ WPIX(TV) New York, with the Yankees for 17 years, enters a second season of its latest three-year contract, and again plans to carry 115 games, including three pre-season. All 65 home games will be in color and the station hopes to carry at least 25 road games in color compared to the six road colorcasts last season. Plans are underway for a three or more station TV network in upstate New York. WHN New York, which served as the radio home of the Yankees from 1958-61, returns this season under a new four-year contract. It will carry 192 games, including 30 exhibitions, and feed them to a 40-station radio network in New York, Pennsylvania, Connecticut, Massachusetts and Vermont. Ten-minute pregame and postgame shows are set with Marv Albert. Jerry Coleman, Joe Garagiola and Phil Rizzuto handling the radio-TV announcing.

Washington Senators ■ WTOP-AM-TV Washington exercised its option and has the Senators for another three years. There are no plans for radio or TV networks. WTOP-TV will again televise 35 games, 11 at home, and for the first time all will be in color. WTOP will carry 10 exhibitions plus the regular schedule. A pregame show with Warner Wolf is set for radio. Dan Daniels and John MacLean will handle the radio-TV coverage.

Business briefly . . .

General Mills, through Knox Reeves, both Minneapolis, has purchased sponsorship in three NBC-TV series: *Captain Nice*, *The Virginian* and *Please Don't Eat the Daisies*. **Miles Laboratories**, Elkhart, Ind., through Jack Tinker & Partners, New York, has also

bought sponsorship in *Captain Nice* and *Please Don't Eat the Daisies*, plus *The Girl from U.N.C.L.E.*, *Daniel Boone*, *Star Trek*, *Laredo*, *Tarzan*, *Flipper*, and the Tuesday and Saturday movie nights.

Procter & Gamble Co., Cincinnati, through Benton & Bowles, New York, has purchased on NBC-TV in *The Virginian*, *Daniel Boone*, *Tarzan* and *Flipper*. **R. T. French Co.**, Rochester, N. Y., through Kenyon & Eckhardt, New York, has bought sponsorship in *Run for Your Life*, *The Virginian*, *Tarzan*, *Laredo*, and both movie nights. **Buick Division**, General Motors Corp., through McCann-Erickson, both Detroit, has also bought sponsorship in

Run for Your Life, *Tuesday Night at the Movies*, *Tarzan* and *Laredo*, plus *The Girl from U.N.C.L.E.*, *Daniel Boone*, and NBC News' *The Frank McGee Report*.

Eaton Paper Corp., Pittsfield, Mass., through Chirurg & Cairnes, New York, has purchased sponsorship in CBS Radio's *Dimension* program, *Dear Abby*. Buy by paper company marks its first use of network radio in decade. **Armstrong Cork Co.**, Lancaster, Pa., through BBDO, New York, and **Florida Citrus Commission**, Lakeland, Fla., through Lennen & Newell, New York, have bought sponsorship in CBS Radio news and *Dimension* programs.

Cigarettes and time standards

They'll be the main topics on agenda of rescheduled TV code board meeting

After a delay of two months, the National Association of Broadcasters television code board will get a chance to take up time standards and cigarette advertising this week. The meeting was originally scheduled for Dec. 14-15, 1966 (BROADCASTING, Nov. 28, 1966), but was postponed when NAB was called to testify before the Senate Judiciary Subcommittee.

The code board meets in Scottsdale, Ariz., Tuesday and Wednesday (Feb. 21-22).

As it was in December, a change in the code's time standards remains at the top of the agenda. Proposals have come from several broadcasters and range from those that would have separate standards for affiliates and independents, to elimination of prime time, to limiting the number of commercials and interruptions within programs.

The major staff proposal has been centered on changing the code provision on billboards by restricting their use to single-sponsored programs and their length to 10 seconds.

New Move? ■ However, it's understood that the staff may suggest that the code be changed to allow clustering of commercials with a specified maximum number of breaks per hour.

Cigarettes, which had seemed a moot issue a week before the scheduled December meeting, have since bloomed into a fresh problem area. One cigarette manufacturer, Brown & Williamson, has been upset with the code authority's cigarette guidelines and feels they are too stringent. The guidelines, announced last fall (BROADCASTING, Oct. 10, 1966), still have not gone into effect. They are designed to limit the appeal of smoking to children.

In addition to the B&W complaint, broadcasters have heard rumblings from Capitol Hill. The most recent was last week's request by Senator Frank Moss (D-Utah) that the NAB code ban actual smoking of cigarettes in commercials, similar to the ban on drinking beer in commercials (see page 46).

In a reply to Senator Moss, Howard Bell, code director, noted that the code authority has been continually reviewing its stand on cigarettes and said it was in the "somewhat intricate process of implementation" of its guidelines at present.

Changes? ■ Whether there will be a major change in cigarette advertising policy is uncertain. But if there is to be a change, it will probably be toward more stringent rules rather than an easing as sought by Brown & Williamson.

Senator Moss's letter will be reported to the code board and it is possible that the board could move in that direction.

The code board will also hear a report of a meeting held in Washington Wednesday (Feb. 15) between officials of the American Cancer Society and NAB. Among the ACS executives attending were Travis Wallace of Dallas, chairman, and Dr. Ashbell Williams, Jacksonville, Fla., president.

ACS officials were said to have praised broadcasters' work in curbing cigarette appeal to youth, and they indicated they were sorry that an ACS film, which points to weight of cigarette advertising, seems to point to television as major villain. If the film were being done over, TV would not be singled out in such a manner, they also said.